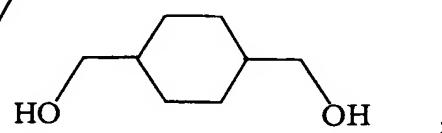


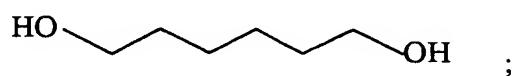
What is claimed is:

1. A laundry detergent composition comprising a hydrotrope wherein the hydrotrope contains a first polar group and a second polar group separated from each other by at least 5 aliphatic carbon atoms.
2. A laundry detergent composition according to Claim 1 wherein the composition is in the form of a liquid, a nonaqueous liquid or an aqueous liquid, preferably comprising a surfactant in a sufficient concentration so that the surfactant forms a viscous phase upon dilution with water in absence of the hydrotrope, more preferably is characterized by no quaternary compounds which are derivatives of any of the following: C₁₆₋₁₈ unsaturated fatty acids, methyl diethanolamine or methyl chloride.
3. A laundry detergent composition according to any of Claims 1-2 wherein the first polar group is an hydroxyl group, —OH, preferably wherein the first polar group and the second polar group are both hydroxyl groups.
4. A laundry detergent composition according to any of Claims 1-3 wherein the polar groups are separated by 6 aliphatic carbon atoms, preferably the polar groups are separated by no more than 8 aliphatic carbon atoms, more preferably the polar groups are separated by no more than 10 aliphatic carbon atoms.
5. A laundry detergent composition according to any of Claims 1-4 wherein the hydrotrope is selected from the consisting of:

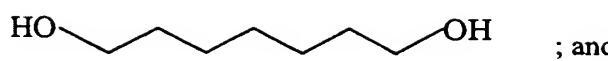
(a) 1,4 Cyclo Hexane Di Methanol:



(b) 1,6 Hexanediol:



(c) 1,7 Heptanediol:



(d) mixtures thereof.

6. A laundry detergent composition according to any of Claims 1-5 wherein the detergent composition is further characterized by an ingredient selected from the group consisting of: nonionic surfactants organic additives selected from the group consisting of glycerol triacetate, acetyl triethyl citrate or mixtures thereof, enzymes, ethoxylated quaternized amine materials and mixtures thereof.

7. A laundry detergent composition according to any of Claims 1-6 wherein the composition is a non-aqueous composition characterized by:

- A) from 49% to 99.95% by weight of the composition of a surfactant-containing non-aqueous liquid phase; and
 - B) from 1% to 50% by weight of the composition of a particulate material which is substantially insoluble in said liquid phase and which is characterized by materials selected from the group consisting of peroxygen bleaching agents, bleach activators, organic detergent builders, inorganic alkalinity sources, enzymes, brighteners, polymers and mixtures thereof;
 - C) a hydrotrope according to any of Claims 1 and 3-5.

8. A non-aqueous liquid detergent composition according to any of Claims 1-7, wherein the detergent composition includes from 0.01% to 10% of a fabric care agent.

9. A non-aqueous liquid detergent composition according to any of Claims 1-8, wherein the surfactant-containing non-aqueous liquid phase has a density of from 0.6 to 1.4 g/cc.

10. A non-aqueous liquid detergent composition according to any of Claims 1-9, wherein the particulate material has a particle size of from 0.1 to 1500 microns.

11. A non-aqueous liquid detergent composition according to any of Claims 1-10 further characterized by microspheres having a median particle size of from 10 µm to 150 µm.

12. A non-aqueous liquid detergent composition according to any of Claims 1-11 further characterized by microspheres having an average density of from 0.1 g/ml to 1.8 g/ml.
13. A method of laundering soiled fabrics characterized by the steps of contacting said fabric in an aqueous laundering solution with a nonaqueous liquid detergent composition prepared according to any of Claims 1-12.
14. A method of laundering soiled fabrics characterized by the steps of contacting said fabrics in an aqueous laundering solution with a laundry detergent composition prepared according to any of Claims 1-13.
15. A laundry detergent composition according to any of Claims 1-14 wherein the composition is in granular form, preferably wherein the granular laundry detergent composition characterized by:
- i) from 0.01% to 3% by weight of a hydrotrope characterized in that the binding agent comprises an organic molecule which has a first polar group and a second polar group separated from each other by at least 5 aliphatic carbon atoms.
 - ii) the balance comprising detergent adjunct ingredients.
16. A laundry detergent composition according to any of Claims 1-15 wherein the composition is in tablet form, preferably wherein the tablet detergent composition is characterized by a binding agent characterized in that the binding agent is characterized by a hydrotrope which has a first polar group and a second polar group separated from each other by at least 5 aliphatic carbon atoms, more preferably wherein the binding agent further comprises a non-gelling binding agent, even more preferably wherein the non-gelling binding agent is polyethylene glycol having a molecular weight of from 1000 to 4000, preferably wherein the ratio of non-gelling binding agent to hydrotrope is from 2:1 to 60:1, preferably from 3:1 to 30:1, more preferably from 3:1 to 15:1.
17. A detergent tablet according to Claim 16 characterized in that the operating window of the detergent tablet is broader with the hydrotrope.